SOUTH AFRICAN AIRWAYS PARTNERS WITH SAMSUNG

News / Airports / Routes

South African Airways (SAA) has entered into a partnership with **Samsung** Electronics South Africa to upgrade the in-flight entertainment offered to business class customers travelling on regional flights.

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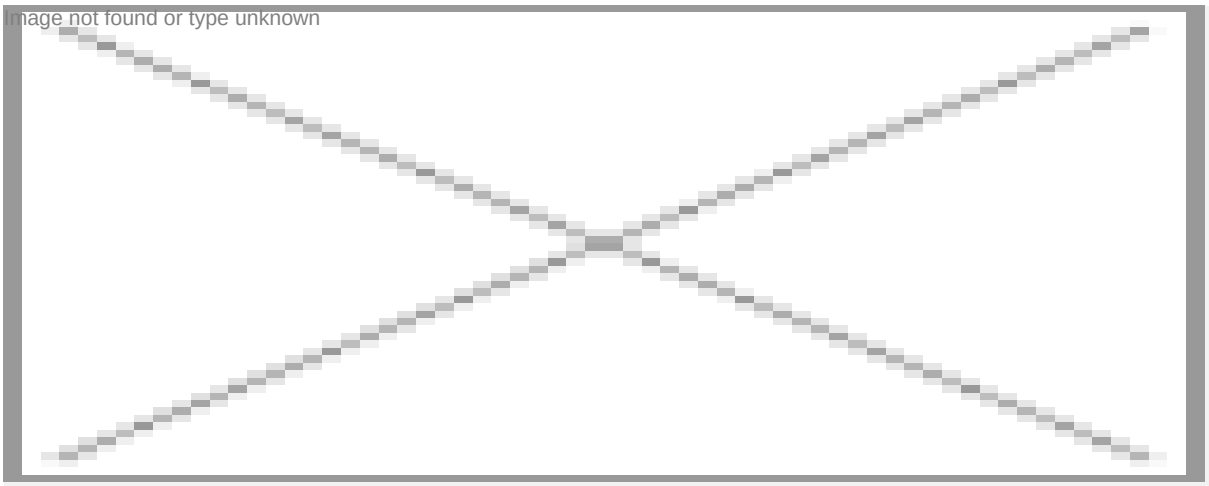

“Our partnership with Samsung is key to our value proposition and will set us apart from our competitors, where no such offering currently exists. We believe that as a brand we need to constantly evolve our offering to our customers, and this new and improved on-board experience alongside, premium mobile Samsung devices, will further augment our positions as a full service and innovative airline,” said Sylvain Bosc, SAA Chief Commercial Officer.

This exclusive agreement will see 500 Samsung tablets available aboard selected flights longer than three hours. SAA begins the project on the Mauritius route at this stage, changing the travel experience for professionals and addressing their unique travel needs by adding more choice. The tablets are pre-loaded with content that can be used to read magazines, watch movies, listen to music and play games.

After an extensive study we have customised the tablet experience to meet the specific and unique requirements of the SAA business class passenger,” said Michelle Potgieter, Director of Corporate Marketing and Communications at Samsung Electronics SA.

SAA, together with Samsung and Microsoft, developed the customised application for regional flights and as a result of this collaboration, travellers will now be able to access information anywhere conveniently and benefit from a range of applications.

Cabin crew are able to distribute the devices, which will contain both South African, African and international content, once in-flight and collect the tablets prior to landing for safe keeping.

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